

August 30, 2022

Hello, My name is Derek Daugherty. I have extensive experience in consumer insights, strategic insights, category management, sales strategy, marketing strategy, sales, account management, sales operations, brand strategy, trade marketing, and shopper marketing. My passion is actionable insights that feed opportunities that fuel growth in sales, marketing, brands, product development, and corporate strategy. I have had the pleasure of leading domestic and global teams. Identifying insights that build sales and brands to help drive sales conversion in each channel is my core priority.

Understanding the consumer and customer engagement is vital to understand the purchase funnel. I enjoy helping grow brands with consumers and customers through tactical and strategic executions. I have extensive experience selling and build brands with retailers including M&M, Skittles, Snickers, Pedigree, Whiskas, Uncle Bens, Seeds of Change, and private label food and pet food. I can provide amazing references from retailers, trade industry, corporate leaders, and my former staff. Personally, I have a wife and family with 2 children and a dog. My family loves ocean beach and ocean activities. We participate in many sustainability events for beaches and oceans. Thank you for your consideration. All the best

Derek Daugherty